GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:1676
ANSWERED ON:11.03.2008
HEADEND IN THE SKY HITS
Pallani Shamy Shri K.C .

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government has any proposal to introduce the Scheme 'Headend in the Sky' (HITS);

(b) if so, the details thereof alongwith its features as compared to the ongoing services; and

(c) the time by when the Scheme is likely to be introduced?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING AND PARLIAMENTARY AFFAIRS (SHRI P. R. DASMUNSI)

(a): Yes, Sir. The Telecom Regulatory Authority of India (TRAI) recommendations on 'Headend-in- the-Sky' (HITS) are under examination in consultation with other Ministries/Departments in order to formulate policy guidelines.

(b) : HITS is a digital delivery platform to distribute multiple channels via satellite straight to cable operators. The essential difference between a HITS operator and the operation of Multi- System operator (MSO) is that the former transmits the bundle of channels to the cable operators using a satellite, whereas the latter does the same through a cable. HITS operator's area of coverage spans the whole country, whereas the MSO's area of coverage is confined to a limited geographical area (typically a town or a city) close to his headend. Cable operators subscribing to services of a HITS operator will be able to provide a larger number of channels with better picture quality & choice of channels to their subscribers than the conventional analog services. The introduction of HITS services will speed up the process of migration from analog to digital mode of transmission and distribution of television signals resulting in benefits to all stakeholders including subscribers, cable operators, broadcasters & the Government.

(c): The policy on "Headend-in-the-Sky' (HITS) is under finalization. However, no time frame could be given on such policy issues.